



JAUNTY HATS for FAIR HEADS

By Madame Savarie.

Paris, August 10th, 1909.

The difference between millinery in Paris and in America is that French women buy a few hats at a time, and buy a new collection every few weeks; American women buy all their hats for a season at the beginning of the season. French women may wear expensive millinery or cheap millinery, but it is always fresh and stylish looking. Midway in any season in America half the women are wearing hats that "cost a lot" to start with, but have become frayed and frumpy with usage. Caroline Reboux's latest fad is a high draped turban that has a tendency to droop over one eye. This is combined with a coarse net with very large mesh, and has a high standing brush aligrette in the back. This same turban is shown in velvet, with every imaginable "drap" by the other milliners of note (and mountainous prices). Even at the June races hats of huge size with immense crowns of draped velvet made an almost universal appearance, and practically every one was adorned with a perfectly enormous aligrette in high brush shape. Big hats are shown at all the houses, and they are worn by women who like them, and who are gowned to suit the large "picture" shapes. But the sharp contrast of the smallest turban with its very high crown is likely to give that style sudden and wide vogue for fall.

The best dressed woman in Paris is Cecile Sorel. She is wearing a large turban, with a high crown that is higher at the back than in front and a deep brim turned up sharply all round, which is also higher at the back than in front. Both brim and crown are fluted, and the aligrette is big and brush shaped. Small Louis XVI. shapes are shown also. Continentals both large and small are in to stay. Feather hats show all the trimming from the back. Many hats are of moire faced with velvet or of bengaline that has a large rep (also faced with velvet). The prevailing colors are royal blue, English mustard and navy. No one ever saw so many aligrettes and paradise plumes. The flowers are huge irises, tulips, poppies and roses all of extraordinary size. A beautiful combination in one hat that has gone to America is English mustard moire that has the greenish cast in the tint, faced in a beautiful rich brilliant blue. Another is greenish bengaline trimmed with immense blue plumes going from a draped crown of moire straight across the back. The great novelty of the millinery world is two-toned malines. The millinery goods manufacturers have tried for years to get this changeant effect in malines, with nothing but failures to show for their efforts. People said "It is useless to try any longer," but the lovely new two-toned malines have arrived. Nets will be used a good deal for

early fall made into high draped crowns with velvet brims. The colorings in plumes and aligrettes are light royal blue, darker royal, navy, prunelle is much shown. "Blues in all tints, dark, purple, prunelle, gray blue—always blue predominating" is what one hears on all sides. Cock feathers are so much shown on hats that boas of the same will also be worn. Large chiffon scarfs bordered with the same shades of marabout are new and smart. Satin in canard (duck) blue and other pretty shades covered on one side with chiffon, and handled with natural marabout in wide scarf-effect are very pretty. Long scarfs of lace, chiffon or satin, or some two of these materials in combination, trimmed with four rows of marabout coast at wholesale 40 francs (\$8.00). They are being shown at the fashionable milliners' at 150 francs (\$30) and selling like hot cakes. It is going to be "great velvet season" in every division of dress. Velvet muffs with a touch only of fur, are being offered by the milliners to match toques of velvet and fur. The fashionable net veils are huge mesh spider webs, very soft, woven with big open spaces, costing 5 francs to 40 francs a yard, and Chantilly lace veils. The latter in black, white, navy, mustard and beige are in such demand that veil makers are sold up weeks ahead.

The Racket Store

has come to be the recognized headquarters for those important little dress accessories of which every woman appreciates the value.

OUR showing this season is unsurpassed. Elaborate displays of Barrettes, Bandeaux and all the new imported novelties which the fashion centers feature so prominently—dainty things in jewelry which will delight.

Purcell & Thompson.

Mrs. E. R. Mills

"The Fashion Shop"

extends a cordial invitation to her friends and patrons to call and enjoy an inspection of the beautiful new pattern and street hats which have been evolved for their edification this season. Conspicuous will be found a complete showing of the new willow-plume trimmed hats, as well as some charming advance styles in fur trimmed turbans and hats. The display of ready-to-wear garments is also noteworthy—coats, skirts and waists, in all the styles which are finding favor with the fashionable people this fall.

316 Broadway 316 Broadway

Those Charming New Types in Fall Millinery

are shown to best advantage in the beautiful display which is now being made by

MISS ZULA COBBS

THESE STYLES are meeting with the instant approbation of tasteful women, and we are prepared to meet the heavy demand already in evidence: *The Caroline Reboux*, the new high draped turban. *The Continentals*, in the various graceful shapes. *The Lichtenstein* and *Francois* models; all the late colorings, As well as a comprehensive showing of the exclusive *Burgesser* and *Castle* tailored hats.

In your quest for the new and the stylish, we cordially invite you to make this your first stopping place.

MISS ZULA COBBS, 329 Broadway

The famous "Gold Medal" Hats,



made their usual irresistible appeal to the feminine portion of Paducah's population at our opening last week, and many orders are being received for them daily. Though "Gold Medal" hats are always instinct with refined good taste, never have these famous designers so demonstrated their ability as in the display for the present season. The pattern hats we show are truly gems of the milliner's art.

We show also any number of beautiful ready-to-wear hats, every one of them up to the last moment of the mode. Prices, as our patrons know, are unusually moderate.

We hope to have the pleasure of seeing you while our display is at its best.

MRS. J. W. SHERRILL
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